

Kerry Morrison

From: Joseph Mariani
Sent: Wednesday, October 08, 2014 4:57 PM
To: sseyler@andrewsinternational.com
Cc: Kerry Morrison; jsalazar@andrewsinternational.com; Sarah Besley
Subject: FW: Rise in Crime in Hollywood

Hi Steve,

We received this email today from Brian Folb. I know our guys are probably familiar with this business. Maybe we can touch base tomorrow and find a time for us to meet with Ricardo. Perhaps we can discuss after the security committee meeting. I have invited Brian to attend as well.

Joseph Mariani

From: Brian Folb [mailto:Brian@hollywoodoffices.com]
Sent: Wednesday, October 08, 2014 3:19 PM
To: Sarah Besley; Joseph Mariani
Subject: FW: Rise in Crime in Hollywood

Hi Sarah/ Joe,

As you are probably aware, Ricardo is one of the owners of the new La Monarca Bakery that recently opened in the strip center on the north corner of Sunset and Gower.

This news is disturbing about increases in crime in the area around their shop. It appears Ricardo needs some education on the types of situations where BID security would intervene and where they need to call the police.

I would like to suggest a meeting be set up with Joe and possibly Steve Seyler to meet with Ricardo and discuss his concerns.

Please keep me in the loop on how this is being handled.

Thanks.

Brian.

Brian Folb

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Joseph Mariani

From: Gilbert Garcia <ggarcia@lamonarcabakery.com>
Sent: Wednesday, October 08, 2014 11:54 PM
To: Joseph Mariani
Cc: Brian Folb; Jose Aros; Sergio Soto; Alfredo Livas; Madeline Mongelli; Sylvan De la Cruz; Sarah Besley; Stephen Seyler; Ricardo Cervantes
Subject: Re: Attending BID Meeting

Joe,

Thank you for the invitation to the B.I.D. Security Meeting tomorrow at the Redcat. I look forward to attending and meeting with your team personally. This is an important issue for us and we would definitely like to explore concrete options to mitigate the problem.

Gilbert V Garcia
La Monarca Bakery
www.lamonarcabakery.com

From: Joseph Mariani <joe@hollywoodbid.org>
To: Ricardo <rcervantes@lamonarcabakery.com>
Cc: Brian Folb <Brian@hollywoodoffices.com>; Jose Aros <jaros@lamonarcabakery.com>; Sergio Soto <ssoto@lamonarcabakery.com>; "ggarcia@lamonarcabakery.com" <ggarcia@lamonarcabakery.com>; Alfredo Livas <alivas@lamonarcabakery.com>; Madeline Mongelli <Madeline@hollywoodchamber.net>; Sylvan De la Cruz <sylvan.delacruz@lacity.org>; Sarah Besley <Sarah@hollywoodbid.org>; Stephen Seyler <sseyler@andrewsinternational.com>
Sent: Wednesday, October 8, 2014 10:55 PM
Subject: Re: Rise in Crime in Hollywood

Happy to have them there. The meeting will be held in the Library Bar there at the Redbury. Steve and I look forward to meeting you in person.

Joseph Mariani

Sent from my iPhone

On Oct 8, 2014, at 9:57 PM, "Ricardo" <rcervantes@lamonarcabakery.com> wrote:

Dear Brian,

Thank you very much for the invitation. Unfortunately I have a previous commitment at that time, but if possible, maybe one of our managers could attend?

Jose, Gilbert, if one of you can make it for tomorrow's BID security meeting at 10am (address below) please confirm directly with Mr. Mariani.

Ricardo

Sent from my iPhone

On Oct 8, 2014, at 6:08 PM, Brian Folb <Brian@hollywoodoffices.com> wrote:

Hi Ricardo,

I spoke with Joe Mariani (Sunset and Hollywood BID's) and he said he'd be happy to meet with you along with Steve Seyler, who heads up the Hollywood and Sunset BID security force. It just so happens they are having a joint committee meeting tomorrow morning at 10am at the Redbury Hotel & they invited you to join the meeting. I don't know if I will be able to make it at that time, but wanted to pass on the invite to you directly. It's going to be in the Library Bar (1717 Vine St.).

If you can't make it, Joe will be following up with you direct regardless.

Thanks.

Brian.

Brian Folb

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From: Ricardo Cervantes [<mailto:rcervantes@lamonarcabakery.com>]

Sent: Wednesday, October 08, 2014 3:29 PM

To: Brian Folb

Cc: Jose Aros; Sergio Soto; ggarcia@lamonarcabakery.com; Alfredo Livas; Madeline Mongelli; Sylvan De la Cruz

Subject: Re: Rise in Crime in Hollywood

Thanks Brian. I appreciate your help. We are happy to meet with them anytime.

Best,

Ricardo

From: Brian Folb <Brian@hollywoodoffices.com>

To: Ricardo Cervantes <rcervantes@lamonarcabakery.com>

Cc: Jose Aros <jaros@lamonarcabakery.com>; Sergio Soto <ssoto@lamonarcabakery.com>;

"ggarcia@lamonarcabakery.com" <ggarcia@lamonarcabakery.com>; Alfredo Livas <alivas@lamonarcabakery.com>;

Madeline Mongelli <Madeline@hollywoodchamber.net>; Sylvan De la Cruz <sylvan.delacruz@lacity.org>

Sent: Wednesday, October 8, 2014 3:09 PM
Subject: RE: Rise in Crime in Hollywood

Hi Recardo,

This is disturbing news, as the statistics have been that this kind of crime has come significantly down over the past several years in the general areas of the BID's. I will pass this on to the staff at the Sunset and Vine BID and ask that they set up a time to meet with you and the representatives of the BID security team in order to address your concerns.

Brian.

Brian Folb

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From: Ricardo Cervantes [<mailto:rcervantes@lamonarcabakery.com>]

Sent: Wednesday, October 08, 2014 2:15 PM

To: Madeline Mongelli; Sylvan De la Cruz; Brian Folb

Cc: Jose Aros; Sergio Soto; ggarcia@lamonarcabakery.com; Alfredo Livas

Subject: Rise in Crime in Hollywood

Dear Madeline, Sylvan and Brian,

I hope you are all well. I'm writing to you as part of the Hollywood business and government community, to express our concern about the steep rise in crime in the area.

There have been multiple assault and robbery incidents recently right outside our store and its surroundings, and our customer traffic in the evenings has greatly suffered due to this. Our store manager Jose Aros (cc'd here) has contacted the BID's security multiple times and they've refused to attend to these incidents. If this will continue to be the case, I seriously question the need for them at all, or the need to pay a yearly merchant fee for their services.

Jose can follow up with you directly to give you more details. I'm also happy to meet to discuss concrete solutions to this problem.

Best Regards,

Ricardo